

## ORDER



WZZM 13

**Orders**  
**Order / Rev:** 705997  
**Alt Order #:** 06273793  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1900  
**Flight Dates:** 08/14/12 - 08/20/12  
**Original Date / Rev:** 08/13/12 / 08/13/12  
**Order Type:** Political

**Primary AE:** Kristen Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	63	\$20,945.00	\$17,803.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	63	\$20,945.00	\$17,803.25	0.00
<b>Totals</b>	<b>63</b>	<b>\$20,945.00</b>	<b>\$17,803.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WZZM 13	17%	\$20,945.00
Market	100%	\$123,205.88

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WOOD	24%	\$29,569.41
WOTV	0%	\$0.00
WWMT	44%	\$54,210.59
WXMI	15%	\$18,480.88
WXSP	0%	\$0.00
WZPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WZZM	08/14/12	08/17/12	M-F 6-7a M-F Morning News	CM	6-7a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$335.00		0.00				
E 2	WZZM	08/14/12	08/17/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	- TWTF - -	:30	8	\$335.00	P-2	0.00	NM	8	\$2,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			8		\$335.00		0.00				
E 3	WZZM	08/14/12	08/17/12	M-F 12-1230p Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$210.00	P-2	0.00	NM	4	\$840.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WZZM	08/14/12	08/17/12	M-F 12-1230p Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$210.00	P-2	0.00	NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$210.00		0.00				
E 4	WZZM	08/14/12	08/17/12	M-F 530-6pm M-F News	CM	530-6p	- TWTF - -	:30	4	\$250.00	P-4	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$250.00		0.00				
E 5	WZZM	08/14/12	08/17/12	M-F 6-630p M-F News	CM	6-630p	- TWTF - -	:30	4	\$460.00	P-4	0.00	NM	4	\$1,840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$460.00		0.00				
E 6	WZZM	08/15/12	08/17/12	M-F 630-7p M-F ABC World News	CM	630-7p	- - W- F - -	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - W- F - -			2		\$550.00		0.00				
E 7	WZZM	08/14/12	08/17/12	Nightline Nightline	CM	1135p-1202a	- TWTF - -	:30	4	\$225.00	P-4	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTF - -			4		\$225.00		0.00				
E 8	WZZM	08/14/12	08/19/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	- TWTFSS	:30	8	\$300.00	P-4	0.00	NM	8	\$2,400.00
		2XDAY/TUE & WED													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- TWTFSS			8		\$300.00		0.00				
E 9	WZZM	08/18/12	08/18/12	Sa 8-9a Sa Good Morning Amer	CM	8-9a	- - - - - S -	:30	2	\$105.00	P-3	0.00	NM	2	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S -			2		\$105.00		0.00				
E 10	WZZM	08/19/12	08/19/12	Su 8-9a Su Good Morning Amer	CM	8-9a	- - - - - S	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			2		\$135.00		0.00				
E 11	WZZM	08/19/12	08/19/12	Sun Early News Sun Early News	CM	Sun Early News (5:58 PM-6:30 PM)	- - - - - S	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			1		\$220.00		0.00				
E 12	WZZM	08/19/12	08/19/12	Sun Early News Sun Early News	CM	Sun Early News (6:30 PM-7:00 PM)	- - - - - S	:30	1	\$220.00	P-4	0.00	NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			1		\$220.00		0.00				
E 13	WZZM	08/19/12	08/19/12	Sun Prime Other 1st Prg Extreme Makeover: We	CM	9-11p	- - - - - S	:30	2	\$475.00	P-3	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	- - - - - S			2		\$475.00		0.00				
E 14	WZZM	08/20/12	08/20/12	M-F 6-7a M-F Morning News	CM	6-7a	M- - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$335.00		0.00				
E 15	WZZM	08/20/12	08/20/12	M-F 7-9a M-F Good Morning Ame	CM	7-9a	M- - - - -	:30	2	\$335.00	P-2	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$335.00		0.00				
E 16	WZZM	08/20/12	08/20/12	M-F 12-1230p Noon News	CM	12-1230pm	M- - - - -	:30	1	\$210.00	P-2	0.00	NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$210.00		0.00				
E 17	WZZM	08/20/12	08/20/12	M-F 530-6pm M-F News	CM	530-6p	M- - - - -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00

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E 17	WZZM	08/20/12	08/20/12	M-F 530-6pm M-F News	CM	530-6p	M- - - - -	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$250.00		0.00				
E 18	WZZM	08/20/12	08/20/12	M-F 6-630p M-F News	CM	6-630p	M- - - - -	:30	1	\$460.00	P-4	0.00	NM	1	\$460.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$460.00		0.00				
E 19	WZZM	08/20/12	08/20/12	M-F 630-7p M-F ABC World News	CM	630-7p	M- - - - -	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$550.00		0.00				
E 20	WZZM	08/20/12	08/20/12	Nightline Nightline	CM	1135p-1202a	M- - - - -	:30	1	\$225.00	P-4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1		\$225.00		0.00				
E 21	WZZM	08/20/12	08/20/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M- - - - -	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$300.00		0.00				
E 22	WZZM	08/20/12	08/20/12	Mon Prime Other Bachelor Pad	CM	8-10p	M- - - - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			2		\$1,000.00		0.00				
													Totals	63	\$20,945.00